

## ORDER



**Orders**  
**Order / Rev:** 712163  
**Alt Order #:**  
**Product Desc:** Flight 9/18-9/24, 2012  
**Estimate:**  
**Flight Dates:** 09/18/12 - 09/24/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

## KPNX

**Primary AE:** Mike Mejia  
**Sales Office:** KPNX  
**Sales Region:** LOC

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Kirkpatrick for Congress  
**Demographic:** A35+  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/24/12	43	\$24,150.00	\$20,527.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	43	\$24,150.00	\$20,527.50	0.00
<b>Totals</b>	<b>43</b>	<b>\$24,150.00</b>	<b>\$20,527.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Mejia			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KPNX	09/18/12	09/20/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	- 111 - - -	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 111 - - -			3		\$450.00		0.00				
2	KPNX	09/24/12	09/24/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	1 - - - - -	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1 - - - - -			1		\$450.00		0.00				
3	KPNX	09/18/12	09/21/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	- 1111 - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111 - -			4		\$175.00		0.00				
4	KPNX	09/24/12	09/24/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	1 - - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1 - - - - -			1		\$175.00		0.00				
5	KPNX	09/18/12	09/21/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	- 1111 - -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111 - -			4		\$175.00		0.00				
6	KPNX	09/24/12	09/24/12	M-F 1230-1p Millionaire (R)	CM	1230-1p	1 - - - - -	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1 - - - - -			1		\$175.00		0.00				

Order / Rev: 712163  
 Alt Order #:  
 Flight Dates: 09/18/12 - 09/24/12

Advertiser: Kirkpatrick for Congress  
 Product Desc: Flight 9/18-9/24, 2012  
 Estimate:  
**KPNX**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	KPNX	09/18/12	09/21/12	M-F 3-4p Ellen	CM	3-4p	- 1111--	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111--			4		\$300.00		0.00				
8	KPNX	09/24/12	09/24/12	M-F 3-4p Ellen	CM	3-4p	1-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----			1		\$300.00		0.00				
9	KPNX	09/21/12	09/21/12	M-F 5-530p M-F 5-530p	CM	5-530p	---- 1--	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	---- 1--			1		\$400.00		0.00				
10	KPNX	09/24/12	09/24/12	M-F 5-530p M-F 5-530p	CM	5-530p	1-----	:30	1	\$400.00	P-2	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----			1		\$400.00		0.00				
11	KPNX	09/18/12	09/21/12	M-F 6-630p 12 News 6pm	CM	6-630p	- 1111--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111--			4		\$500.00		0.00				
12	KPNX	09/24/12	09/24/12	M-F 6-630p 12 News 6pm	CM	6-630p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----			1		\$500.00		0.00				
13	KPNX	09/18/12	09/21/12	M-F 630-7p Extra	CM	630-7p	- 1111--	:30	4	\$500.00	P-2	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111--			4		\$500.00		0.00				
14	KPNX	09/24/12	09/24/12	M-F 630-7p Extra	CM	630-7p	1-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----			1		\$500.00		0.00				
15	KPNX	09/19/12	09/19/12	Wed Prime A The Voice	CM	7-8p	-- W----	:30	1	\$3,100.00	P-2	0.00	NM	1	\$3,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-- W----			1		\$3,100.00		0.00				
16	KPNX	09/18/12	09/21/12	M-F 10p News M-F 10pm News	CM	10-1035p	- 1111--	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1111--			4		\$1,200.00		0.00				
17	KPNX	09/24/12	09/24/12	M-F 10p News M-F 10pm News	CM	10-1035p	1-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	1-----			1		\$1,200.00		0.00				
18	KPNX	09/22/12	09/22/12	Sa 10pm News Sa 10pm News	CM	10-1030p	----- S-	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----- S-			1		\$1,200.00		0.00				
19	KPNX	09/23/12	09/23/12	Su 10 pm News Su 10pm News	CM	10-1035p	----- S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	----- S			1		\$1,200.00		0.00				
20	KPNX	09/18/12	09/21/12	Tonight Show Tonight Show	CM	1035-1135p	- 1- 11--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	- 1- 11--			3		\$450.00		0.00				
21	KPNX	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1035-1135p	1-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate:

KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
21	KPNX	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1035-1135p	1-----	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 09/24/12		09/24/12	09/30/12	1-----	1		\$450.00		0.00					
												Totals	43	\$24,150.00
*Tax 1 Note: Tax 0.5%.														

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